FSC-155-A	9/17/96
SUBJECT: Special Forsyth Partners Promotion	

DISTRIBUTION:

X	AVP	X	KAM	___	DM
X	RSM	X	AM	___	RM
X	RBM	X	Reg.Mil./DF Mgr.	___	MIL
X	ROM	X	AE	___	DF
				___	REP

(Please distribute to all personnel with Forsyth Private Label Contracted Accounts. Attachment I and region specific allocations will be U.S. mailed to each ROU.)

We are pleased to announce a special Forsyth Private Label partners promotion for the fourth quarter 1996 to assist our contracted Private Label accounts generate additional sales at retail. During the time frame of November 4 through December 13, 1996, we will allow them to order an extra one week's average sales of their Private Label brand(s) using a special promotional code and receive an additional $1.00 off per carton. This reduction in cost will be totally sponsored by Forsyth Tobacco Products and not deducted from the account's alliance accrual fund balance. Details of the program are listed below:

Forsyth Sponsored Promotion

Field Sales presents to respective PL contracted accounts during month of October for implementation anytime between November 4 through December 13, 1996.

- One week's average sales by brand style was based on PL brand orders by direct accounts for the 13 week period June 1 - August 31, 1996. Each PL contracted account's allocation for this promotion is calculated on its respective sheet. Example Attachment 1 - actual account allocations will be sent to you through your ROU. Due to account responsibility changes, if you receive an allocation sheet for an account you no longer call on, please forward to the correct RJR contact. It is desirable to order each allocation by brand style; however, if necessary you may spread the account's allocation across a minimum of four brand styles.

- Field Sales representative with account responsibility must submit the one week's average order for a delivery date of no later than December 13, using Promotional Code # 650 order form (Attachment II). The form should be faxed to Customer Financial Services at fax # 910-741-2156 giving a minimum four week's lead time for delivery. To accomplish this lead time request, all orders must be received no later than November 15. For example, if you want the promotional product delivered on November 22, Customer Financial Services should receive the order no later than October 25.

- The specially allocated product will be shipped during the time-frame of November 4 - December 13 with a list price that will be reduced by $1.04 per carton ($1.00 for the pass through promotion and $.04 for terms the wholesaler would have lost based on the lower list), and identified as "Special Promotional Offer" on the invoice. This promotional allowance is in addition to the Private Label brand's normal terms, EFT, off invoice, etc. Due to state law, this promotion cannot be offered to our PL accounts physically located in the state of Montana, therefore disregard any allocation sheets you may receive for these accounts.

- In order to participate in this promotion, the PL customer must use every effort to ensure the $1.00 per carton/$.10 per pack savings is passed through to the ultimate consumer. In doing so, appropriate pricing communication should be required at retail using supplemental signage and displays as possible. Order necessary POS/displays using normal procedures.

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Source: https://www.industrydocuments.ucsf.edu/docs/hnvp0000

- You should strive to have our PL Partners communicate this promotion by placing $1.00 per carton or $.10 per pack VPR's on the product. In doing so, order the necessary VPR's using Attachment III. The customary per roll charge of $5.00 will be waived for this promotion only. In addition, since the $1.00 per carton promotional value is being funded by Forsyth and deducted from the invoiced list price, no check for the VPR promotional value will accompany the actual VPR's sent to the account. An exception to the placement of VPR's is in carton accounts whose allocation is less than 8 cases total. Due to $1 VPR's packing of 500 per roll there would be a tremendous amount of VPR waste for anything less (8 cs. x 60 ctns. = 480 VPR's required). Therefore, you may implement this promotion without the application of VPR's; however, you must closely monitor to ensure that the $1.00 per carton promotional value is passed through to the ultimate consumer on all of the account's allocation.

  ***NOTE**: If, by exception only, a carton outlet PL partner requires $1.00 carton coupons instead of VPR's, contact your AMO for details ($.10 pack coupons are not available)*

PL Partner Sponsored Promotion

- Where our PL contracted partners have sufficient funds in their alliance accrual accounts, you should require them to match our one week promotional program with a week of their own during the same fourth quarter time-frame. Ordering of product, VPR's, etc., should be handled in the normal fashion, not using the promotional code number. This adds continuity to the promotion and allows them to tag on to an already established volume generator.

  This Special Promotion once again reinforces RJR's commitment to our Forsyth Private Label program and sets the stage for continued partnerships in 1997.

Program Contacts: Your Region Business Manager
Your Area Manager of Operations
Your Customer Services Representative

R. J. REYNOLDS TOBACCO COMPANY

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Source: https://www.industrydocuments.ucsf.edu/docs/hnvp0000

Attachment II

PROMOTION #650 - FORECAST AND ORDER FORM
FORSYTH PARTNERS 4th QUARTER, 1996 PROMOTION

(Extra product needed to support a promotion not scheduled in the Work Plan)

Today's Date _____ **(Submit form at least 4 weeks prior to promotion)**

Who we can contact if we have questions

RJR Contact Name _____

RJR Contact Phone _____

Is this a Chain, Wholesaler, or Division wide promotion?

Chain Name _____

Chain ID _____

or Wholesaler Name _____

Wholesaler Account # _____

or Division # (if Division wide) _____

Describe the promotion, with specific value if known (Example: buy-down, accrual dollars, special pre-booking, etc.):

Forsyth Private Label Partners Promotion for the 4th Quarter, 1996

$1.00 Off Per Carton

Enter Direct Account #, Public Warehouse # (if known), PO # and EFT Code for each location.

DIRECT ACCOUNT SIS #					
PUBLIC WAREHOUSE #					
REQUESTED SHIP DATE					
PO #					
EFT CODE					
Brand Style Names **(PRINT LEGIBLY)**	UPC (for Customer Service use only)	Order Quantity	Order Quantity	Order Quantity	Order Quantity

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Comments/Special Instructions:

FAX this form to Promotions Area: 910-741-2156 Direct questions to: 910-741-3521, 3078, 3545

Source: https://www.industrydocuments.ucsf.edu/docs/hnvp0000

Attachment III

VPR ORDER FORM FOR PROMOTION #650

FORSYTH TOBACCO

CUSTOMER SERVICE
P. O. Box 2959
Winston-Salem, NC 27102

FORSYTH TOBACCO INTERNAL USE
Tracking Code_____Date Order Received_____
Forsyth Rep_____

Order Information
(PLEASE PRINT)

COMPANY NAME:_____
CONTACT NAME:_____
PURCHASE ORDER#_____
STREET ADDRESS:_____
CITY:_____
STATE:_____ ZIP:_____
PHONE#:_____
FAX:_____
SALES REP:_____
AUTHORIZED BY:_____DATE:_____
SIGNATURE:_____

BRAND:_____

SHIPPING INFORMATION
(PLEASE PRINT)

COMPANY NAME:_____
ATTENTION:_____
STREET ADDRESS:_____
CITY:_____
STATE:_____ZIP:_____
PHONE#:_____
SPECIAL INFO:_____

ORDER INFORMATION

A ITEM # 460032 DESCRIPTION $1.00 off a carton VPR **LEAD TIME** 4 weeks

BRAND_____ QUANTITY_____(order in rolls - 500 per roll)
PRODUCT ORDER ATTACHED_____YES____NO
DATE NEEDED_____ DATE PRODUCT NEEDED_____
PROMOTIONAL DATES_____TO____
SPECIAL INSTRUCTIONS_____

B ITEM # 464984 DESCRIPTION $.10 off one pack VPR **LEAD TIME** 4 weeks

BRAND_____ QUANTITY_____(order in rolls - 500 per roll)
PRODUCT ORDER ATTACHED_____YES____NO
DATE NEEDED_____ DATE PRODUCT NEEDED_____
PROMOTIONAL DATES_____TO____
SPECIAL INSTRUCTIONS_____

IMPORTANT

- CANCELLATIONS of orders will not be accepted
- Minimum quantities must be ordered
- Additional charge for special shipping request

FAX TO FORSYTH CUSTOMER SERVICE (910)741-2156

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Source: https://www.industrydocuments.ucsf.edu/docs/hnvp0000